Orders Order / Rev: Alt Order #: 06830213 Product Desc: HELLER FOR SENATE Estimate: Flight Dates: 08/08/12 - 08/14/12 Original Date / Rev: 06/27/12 / 07/02/12 Order Type: **GENERAL** Agency Name: Strategic Media Services, Inc. **Buying Contact: Billing Contact:**

Amy McCreary **BLPHI**

Cash

15%

National

Billing Calendar: Billing Cycle:

Primary AE:

Sales Office:

Sales Region:

Billing Type:

Broadcast EOM/EOC

Advertiser

Name:

Washington, DC 20007

3299 K St. NW

A35+

Demographic:

PLC01

New Business Thru: Order Separation:

Product Codes: Priority:

SELECT PRIORITY CODE

Agency Commission:

Advertiser External ID:

Revenue Codes:

POLITICAL/AGY, PCAN, GEN

Agency External ID:

Bill Plan

Start Date	End Date	#Spots	Gross Amount	Net Amount		
07/30/12	08/14/12	29	\$20,850.00	\$17,722.50		

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	29	\$20,850.00	\$17,722.50	0.00
Totals	29	\$20,850.00	\$17,722.50	0.00

00:15:00

Account Executives

Account Executive	Sales Office	 Start Date / End Date	Order %
Amy McCreary		Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	23%	\$20,850.00
Market	100%	\$90,652.17

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	36%	\$32,634.78
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$16,317.39
KTUD	1%	\$906.52
KVVU	15%	\$13,597.83
KVWB	0%	\$ 0.0 0
LV1	0%	\$0.00
UNKWN	7%	\$6,345.65

	Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time	Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
•	E 1	KSNV	08/08/12	08/10/12	M-F 5-6a WakeUp	w/Wa@M	5-6a	-	-WTF	:30	3	\$400.001	0.00 NM	3	\$1,200.00
					M-F 5-6a WakeU	p w/Wagners									
		NEWS													
		Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating	1						
	W	eek: 08/0	06/12	08/12/12	WTF	3	\$400.00	ni	n				l.		

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Order / Rev:

103613

Advertiser:

Heller, Dean for U.S. Senate

Alt Order#:

06830213

Product Desc:

HELLER FOR SENATE

nate:

KSNV

Flight Dates:	08/08/12 - 08/14/12	Estima

Ln	Ch	Start	End	Inventory Code		Start/End T	ime Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	08/08/1	2 08/10/12	M-F 5-6a WakeUp M-F 5-6a WakeUp	_	5-6a	WTF	:30	3	\$400.001	0.00 NM	3	\$1,200.00
ı	NEWS			W-1 O-OB WARCOL	www.agncis								
۱۸/،	<u>Sta</u> eek: 08/0	t <u>Date</u> 16/12	End Date 08/12/12	<u>Weekdays</u> WTF-⊷	Spots/Week 3	<u>Rate</u> \$400.00	Rating 0.00						
				M-F 5-6a WakeUp		5-6a	MT	:30	2	\$400.001	0.00 NM	2	\$800.00
	NEWS	•		M-F 5-6a WakeUp	w/Wagners						:		
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
	eek: 08/		08/19/12	MT	2	\$400.00	0.00	.00		#700 004	0.00.00.0		477.0.0.0
⊏ 3	KONV	00/13/1.	2 08/13/12	M-F 6-7a WakeUp M-F 6-7a WakeUp		6-7a	M	:30	1	\$700.001	0.00 NM	1	\$700.00
	NEWS	rt Date	End Date	Mookdaya	Snata/Maak	Data	Datina						
W	<u>اعد</u> /eek: 08		End Date 08/19/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$700.00	Rating 0.00						
E 4	KSNV	08/08/1	2 08/08/12	M-F 6-7a WakeUp		6-7a	W	:30	1	\$700.001	0.00 NM	1	\$700.00
	NEWS			M-F 6-7a WakeUp	w/vvagners								
144	<u>Sta</u> eek: 08/	rt Date	End Date 08/12/12	<u>Weekdays</u> w	Spots/Week	Rate	Rating						
				Today Show	CM	\$700.00 658a-9am	0.00 T	:30	1	\$1,400.001	0.00 NM	1	\$1,400.00
	TODAY			Today Show						, , , , , , , , , , , , , , , , , , , ,	-100	·	ψ· ·σσισσ
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	eek: 08/		08/12/12	T	1	\$1,400.00	0.00						
Ŀ 6	KSNV	08/08/1	2 08/10/12	M-F Early News M-F Early News	CM	5-630p	W-F	:30	2	\$1,000.001	0.00 NM	2	\$2,000.00
	NEWS			·									
W	<u>5ta</u> /eek: 08	<u>rt Date</u> 06/12	End Date 08/12/12	<u>Weekdays</u> W-F	Spots/Week 2	<u>Rate</u> \$1,000.00	Rating 0.00						
E 7	KSNV	08/14/1	2 08/14/12	M-F Early News	ĊМ	5-630p	-T	:30	1	\$1,000.001	0.00 NM	1	\$1,000.00
	NEWS			M-F Early News									
141		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	eek: 08/ KSNV		08/19/12 2 08/10/12	-T M-F Wheel	CM 1	\$1,000.00 7-730pm	0.00 WTF	:30	3	\$1,000.001	0.00 NM	3	\$3,000.00
	WHEEL			M-F Wheel of For					-	, ,,	0.00		40,000,00
		<u>rt Date</u>	End Date	Weekdays	Spots/Week	Rate	Rating						
	eek: 08/		08/12/12	WTF		\$1,000.00	0.00						
E 9	KSNV	08/13/1	2 08/14/12	M-F Wheel M-F Wheel of For	CM tune	7-730pm	MT	:30	2	\$1 ,000.001	0.00 NM	2	\$2,000.00
	WHEEL		5 d 5 /			5 .							
W	<u>Sta</u> /eek: 08	<u>rt Date</u> 13/12	End Date 08/19/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$1,000.00	Rating 0.00						
E 10	KSNV	08/08/1		Face to Face w/ R	alstonCM	730-758pm	W	:30	1	\$800,001	0.00 NM	1	\$800.00
	FACE			Face to Face w/ J	.Ralston								
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
,	eek: 08/ KSNV		08/12/12 2 08/09/12	Ölympics Late Ne	ws 3 CM	\$800.00 11pm-12:35	0.00 amWT	:30		\$1,000.001	0.00 NM	2	\$2,000.00
				Late News during		11011112.00	uiii	.00	_	ψ1,000.001	0.00 1410		φ2,000.00
		AFT OLY <u>rt Date</u>	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
	eek: 08/	06/12	08/12/12	WT	2	\$1,000.00	0.00		<u>-</u>				
E 12	KSNV	08/11/1	2 08/12/12	Sa-Su Early News		5pm-630pm	SS	:30	2	\$650.001	0.00 NM	2	\$1,300.00
	NEWS	_											
W	<u>Sta</u> /eek: 08	rt <u>Date</u> 06/12	End Date 08/12/12	<u>Weekdays</u> SS	Spots/Week 2		Rating 0.00						
			2 08/12/12		CM	11pm-1135p		:30	1	\$1,500.001	0.00 NIV	1	\$1,500.00

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KSNV

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Order / Rev:

103613

Advertiser:

Heller, Dean for U.S. Senate

Alt Order #:

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Product Desc:

Estimate:

HELLER FOR SENATE

Flight Dates: 08/08/12 - 08/14/12 Est

Ln	Ch	Start	End	Inventory Code		Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
				Sa-Su News 3 at Sa-Su News 3 a									
	NEWS			Sa-Su News Sa	ı Eleven								
		rt Date	End Date	Weekdavs	Spots/Week	Rate	Rating				I		
W	/eek: 08/		08/12/12	S	1	\$1,500.00	0.00						-
E 14	KSNV	08/11/1	2 08/11/12	News 3 Sunrise	- SATURIM	6a-7a	S-	:30	1	\$350.001	0.00 NM	1	\$350.00
				News 3 Sunrise	SATURDAY								
	NEWS			344 1 1									
3.67	<u>Sta</u> /eek: 08/	rt Date	End Date 08/12/12	<u>Weekdays</u> S-	Spots/Week	Rate	Rating						
_			2 08/10/12	-	DeleterOM	\$350.00	0.00	.00		#7FD 004	0.00 1114		4755.00
E 10	KONV	00/00/1	2 00/10/12	Face to Face w/		730-758pm	WTF	:30	1	\$750.001	0.00 NM	1	\$750.00
	OLY ZO	NE		I dec to I dec W	U.I KAISTOII								
	Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
W	/eek; 08/	06/12	08/12/12	WTF	1	\$750.00	0.00						
E 17	KSNV	08/08/1	2 08/10/12	Wake Up Early v	v/ Wagn 6M	430a-5a	WT	:30	2	\$150.001	0.00 NM	2	\$300.00
				Wake Up Early	/Vagners								
	NEWS		E 15 (
10	<u>Sta</u> /eek: 08/	rt Date	End Date 08/12/12	<u>Weekdays</u> WT	Spots/Week 2	<u>Rate</u>	Rating						
	KSNV		2 08/14/12		CM	\$150.00 12-1230pm	0.00 -T	:30		# 40E 004	0.00 NB4		4.05.00
L 10	KSINV	00/14/1	2 00/14/12	Noon News	CIVI	12-1230pm	-1	:30	1	\$425.001	0.00 NM	1	\$425.00
	NEWS			140011140443									
	<u>Sta</u>	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
M	/eek: 08/	13/12	08/19/12	-Т	1	\$425.00	0.00						
N 19	KSNV	08/13/1	2 08/13/12	Noon News	СМ	12-1230pm	M	:30	1	\$425.001	0.00 NM	1	\$425.00
				Noon News									
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
	/eek: 08/		08/19/12	M	1	\$425.00	0.00						
N 20	KSNV	08/13/1	2 08/13/12		_	430a-5a	M	:30	1	\$200.001	0.00 NM	1	\$200.00
	61	D-4	Fuel Dete	Wake Up Early	-	D -4	D-0						
۱۸	<u>Sta</u> /eek: 08	rt Date	End Date 08/19/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$200.00	Rating 0.00						
V\	VGGN. UO/	13/12	00/13/12			φ∠00.00	0.00						
											Totals	29	\$20,850.00